

January 2005

NEWSLINER



KENTUCKY CRAFTED: THE MARKET 2005

WE GOT IT MADE IN KENTUCKY!

The Kentucky Craft Marketing (KCMP) is busy making sure that shoppers will "Get it Made in Kentucky" at Kentucky Crafted: The Market, 2005. Now in its 24th year, this award-winning annual Kentucky handcrafted gift market is scheduled for *trade only* on March 3 and 4 and open to the public on March 5 and 6 at the Kentucky Fair and Expo Center, South Wing A, Louisville. Based on reader nominations from a national on-line survey, American Style Magazine has selected the Market as one of the Top 25 Art Fairs and Festivals in the country. "We came in #15, and are included among some very prestigious companies," said Fran Redmon, director of the Kentucky Craft Marketing Program.

The Market is a collaborative effort among several state agencies and cabinets, which promote Kentucky's rich cultural heritage while supporting the state's economy and generates 2 to 3 million dollars in direct sales.

Over 300 exhibitors are expected to participate in the 2005 Market. Joining the Market for the first time will be 61 new exhibitors, including 13 in the food section, 23 juried craft participants, 11 out-of-state guest exhibitors, 2 publishers, and 12 visual artists. The gallery section, featuring 46 exhibitors, is back for the third year and is comprised of crafts and visual arts that are one-of-a-kind and limited-production items ideal for museums, collectors, and commissions.

"Live everyday surrounded by Kentucky's best" is the theme of the Designer Showcase (Booth C) created by interior design students from the University of Kentucky in conjunction with KCMP. In this first ever collaboration with the University of Kentucky School of Interior Design and the Market's silver sponsor, Osram Sylvania, products from Market exhibitors will be featured in room settings to illustrate how Kentucky's impressive cache of art, craft, and other products can be used in everyday settings that reflect today's decorating trends. The Designer Showcase will be located inside South Wing A, near the main entrance.

For Retailers

The Market slogan, "We Got It Made In Kentucky," reflects the way the KCMP can assist retailers in finding vendors to produce products that fit their needs. Product development grants are available to craft and visual art exhibitors to enable them to partner with retailers, including state park gift shops and corporate gift buyers, for this endeavor.

The Kentucky Retail Federation, a statewide group that represents the retail community, continues their support this year by sponsoring a buyers' luncheon and workshop. Niche Award winning retailer Sherry Masters from Grovewood

CMP STAFF

Fran Redmon

Program Director
(502) 564-9782
Fran.Redmon@ky.gov

Nancy Atcher

Product Development
(502) 564-9830
Nancy.Atcher@ky.gov

Connie Hicks

Marketing Specialist
(502) 564-4266
Connie.Hicks@ky.gov

Charla Reed

Outreach & Training
(502) 564-9827
Charla.Reed@ky.gov

Vallorie Henderson

Special Projects
(502) 564-9803
vallorie.henderson@ky.gov

Beau Haddock

Media Communications
(502) 564-9738
Beau.Haddock@ky.gov

Marcie Christensen

I T Manager
(502) 564-9788
Marcie.Christensen@ky.gov

Kim Leingang

Administrative Secretary
(502) 564-8076
Kim.Leingang@ky.gov

Toll Free: 1-888-KYCRAFT

1-888-592-7238

Phone: 502-564-8076

Fax: 502-564-5696

KYCRAFT@ky.gov

www.kycraft.gov

KENTUCKY CRAFTED: THE MARKET 2005

Gallery in Asheville, NC, will lead the discussion of topics pertinent to craft retailers and gallery owners from around the country.

The KCMP and Department of Agriculture will also partner with the Kentucky Retail Federation to present the Kentucky Crafted Top Retailer Awards to an outstanding in-state retailer, a Kentucky Proud food retailer, a Kentucky state park gift shop manager, and an out-of-state retailer. Top Retailers are recognized for their efforts to purchase and promote products from exhibitors at the Market and for the strength of their business relationships with these vendors.

Exhibitor Benefits at the Market

Awards will be presented to exhibitors during a first time ever, invitation only, "Collectors Preview" ceremony. The awards will include Best of Show, Best Overall Booth, Best New Exhibitor, Best Out-of State Exhibitor, Exhibitors' Choice, and the Department of Agriculture Kentucky Proud Food Products Award.

Sherry Masters, general manager and buyer for Grovewood Gallery in Asheville, N.C. will serve as the Market 2005 booth award judge. Ms. Masters has worked in craft retail for over 16 years, mostly as a buyer. She has been at Grovewood Gallery since 1992. With her extensive knowledge of consumer craft buying trends and her understanding of the arts business lifestyle, Sherry has contributed greatly to fostering growth within the Appalachian craft community where she lives and works.

A silent auction held during the trade days concludes at the Collectors' Preview on Friday night. Proceeds from auctioned items donated by exhibitors help fund scholarships that will allow a number of new exhibitors to participate in the 2006 Market. This is one way in which the Craft Marketing Program, the Kentucky Arts Council, and the Department of Agriculture supports emerging businesses, while providing an influx of new products into the show for the retailers.

The Kentucky Arts Council (KAC) will promote the work of artists who have received Kentucky Arts Council Fellowships or who have been accepted into programs such as the Performing Arts on Tour Directory. The KAC booth will include the works of Kentucky artists in the form of recorded music and videos for sale to wholesale and retail customers.

WE GOT IT MADE IN KENTUCKY!



Market shoppers line up! The doors open!



Busy isles at the Market 2004



Pale Stout & Amber perform on the Cultural Stage

KENTUCKY CRAFTED: THE MARKET 2005 cont.**Especially for the Public**

Old-time, jazz, gospel, chamber, roots music, and more... whatever your tastes, get ready for a great line-up at this year's Cultural Stage. The Cultural Stage features artists from the Kentucky Arts Council's 2004-2005 Performing Arts Directory. These performers and many more will have CDs and cassettes for sale at The Marketplace, the Kentucky Arts Council's Booth H, next to the Cultural Stage. Also look for exciting drama from the Kentucky Historical Society Theater, performers from the Governor's School for the Arts and food demonstrations from Kentucky Proud exhibitors.

Located in the center of the Market, the Demonstration Area features traditional artists from the Mammoth Cave Basketmakers Guild. For generations, the South-Central Kentucky region has been well known for producing distinctive white oak baskets. Visit this area to see some of these useful works of art, meet skilled basketmakers who represent the tradition, and watch as they demonstrate the process of creating some of Kentucky's most treasured crafts.

The Demonstration Area is sponsored by the Kentucky Folklife Program, which has done extensive research on the white oak basketmaking tradition along Highway 31W. The research resulted in a basketmaking exhibit, which will be on display in the center aisles of the Market. This display highlights this important Kentucky community.

Young visitors can experience the excitement of the hands-on educational art and craft area. Create fun fish prints at the children's activity area sponsored by the Kentucky Historical Society. Learn about the importance of rivers in Kentucky through boat building demonstrations and hands-on activities inspired by the Kentucky History Center's exhibit, *A River Runs Through Us*.

The Little Loom House will also be at the Market this year, continuing to share the life's work of Lou Tate, teaching the joys of hand weaving to all ages. The Children's area is located in aisle 100, in South Wing A Exhibit Hall.

Teacher Seminar

A Professional Development Seminar for teachers presented by the Kentucky Arts Council in conjunction with Kentucky Crafted: The Market, will be part of the March 4, 2005 activities. An exciting way to teach creative writing, language arts, social studies, arts and humanities, vocational agriculture, and practical living, is to connect these areas of the curriculum to the real world of Kentucky's traditions and economy. Gourd artists Chad Schott and CeCe Thomas will open the workshop by leading hands-on activities. Judy Sizemore will demonstrate how to connect portfolio-appropriate writing in genres from poetry to feature articles during the hands-on activity. Guest speakers will help participants learn the economic importance of specialty items such as buffalo meat, country cheese, and salsa in Kentucky's agricultural market. Participants will also learn how family farms have provided inspiration for successful artists and children's authors.

Making Plans to Attend

This year's University of Louisville basketball schedule is official and no games are scheduled, as of now, for the weekend of the Market, so traffic problems and parking should not pose a problem. Construction is still underway for the new wing at the Kentucky Fair and Exposition Center, and as a result has actually created more parking for shoppers at the Market. Again this year, shuttles with clearly signed pickup locations will be available. Additional directional signage will be posted throughout the facility to assist visitors in locating their specific events.

Be sure and view the official Market program that will be published by Kentucky Monthly Magazine, and available online at the Craft Marketing Program website. Arts Across Kentucky Magazine (spring 2005 edition) is also devoting this entire issue to the Market and exhibitors.

For more information, call 888 KY CRAFT (592-7238) and visit our website - www.kycraft.ky.gov



Product Development News

Kentucky Retailers Promote Sale of Kentucky Products

Kentucky retailers not only rallied around the "Give a Gift From Kentucky" theme during the holiday season, but have become integral partners of the programs of the Kentucky Arts Council (KAC) to sell Kentucky products and promote the state as a tourist destination. During the holiday season, many private stores and Kentucky state park gift shops invited artists, musicians, food producers and publishers to provide in-store demonstrations to promote the idea of purchasing Kentucky products as gifts.

This promotional effort by retailers has become more visible through new programming begun several years ago by the Kentucky Craft Marketing Program, a division of the KAC. While programs of the KAC have traditionally focused on artists and craftspeople in the state, the KCMP now has a "Buyers Services" component through which staff provide resources for products, merchandise sourcing, and promotional support. Since 2001, eleven stores have been chosen to test market a concept that provides retailers easy access to affordable Kentucky products including crafts, visual arts, food, books and music. Stores have been provided attractive kiosks on which to display merchandise supported by signage and gift tags that adorn the products. Retailers, who initially placed wholesale orders through a showroom set up by the KCMP, now can place orders at the Kentucky Artisan Center at Berea. As a result of its success, the Kentucky Collection is being expanded to the state resort parks and historic sites.

The KAC/KCMP also works with other state agencies and organizations in this promotional effort. The Kentucky Department of Agriculture has been instrumental in coordinating food vendors at the annual Kentucky Crafted: The Market and food items are available through the Kentucky Collection. The Kentucky State Resort Park gift shops continue to be supportive, and nine of the gift shops are Kentucky Collection stores. The Kentucky Retail Federation, located in Frankfort, works with the KCMP to sponsor an annual workshop for retailers at the Market as well as contributing to an annual retailer award presented at the Market. Through an agreement with the Kentucky Book Fair, publishers are also integrated into the promotional services of the KCMP.

Ann Wingrove, owner of Completely Kentucky (Frankfort) and a Kentucky Crafted: Retailer of the Year award winner, said it best, "We (retailers) want to be part of the story of the romance of the Kentucky arts and crafts community." The Craft Marketing program recognizes the need to develop the private retailers and has increasingly provided more support services to encourage their ongoing role in developing Kentucky's creative industries," says Fran Redmon, Craft Marketing Program Director.

For a listing of additional stores that carry Kentucky products, please visit www.kycraft.ky.gov

Kentucky Collection Stores

KENTUCKY STATE RESORT PARKS/ www.parks.ky.gov

Barren River State Resort Park, Lucas

Constitution Square State Historic Site, Danville

Cumberland Falls State Resort Park, Corbin

Kentucky Dam Village State Resort Park, Gilbertsville

Lake Barkley State Resort Park, Cadiz

Lake Cumberland State Resort Park, Jamestown

My Old Kentucky Home State Park, Bardstown

Natural Bridge State Resort Park, Slade

Rough River State Resort Park. Falls of Rough

Kentucky Collection products are also available at:

Diamond Caverns LLC
Park City, 270/ 749-2233
www.diamondcaverns.com

Mary Kinney Millinery, Inc.
LaGrange, 502/ 222-0382

Mulberry Junction
Madisonville, 270/ 635-0095
www.mulberryjunction.com

The Cozy Corner
Whitesburg, 606/ 633-9637
www.cozycornercrafts.com

The Kentucky Artisan Center at Berea, 859 / 985-5448
www.kentuckyartisancenter.ky.gov

CMP Announcements

Annual Trends Issue

The Crafts Report's **Annual Trends Issue** Provides Information for Artists, Retailers and Show Promoters

As the New Year approaches, crafts professionals everywhere are tweaking their business plans to account for the changing needs of consumers. The January 2005 issue of **The Crafts Report** magazine will be an invaluable resource to assist in this endeavor.

The magazine's feature article and several of the issue's columns include comments from trend experts forecasting consumers' attitudes toward American crafts. In the magazine's Show Business column, Bruce Baker, **TCR's** columnist and nationally recognized craft sales expert, teaches readers the subtle art of distinguishing a fad from a trend and how to turn that knowledge into sales. "Artists, to be successful, need to learn what big business and the corporate world have known for decades," says Baker. "Trends drive your sales and yield a successful business."

The Crafts Report's Regional Review covers the Southern states of Florida, Georgia, North Carolina and South Carolina, and reports how artists and retailers there have managed to thrive even through the devastating late-summer hurricanes that plagued this region. Gallery owners, show promoters and schools in other regions who want to see themselves in a national spotlight are urged to send press information about their 2005 plans at least three months before the issue covering their region. Deadlines and regional info can be found in each issue of **The Crafts Report**.

The Crafts Report's January 2005 issue will be mailed to subscribers the first week of December and will be available on newsstands Dec. 23. Founded in 1975, the magazine is the industry's premier source of business information available to the craft artist, teacher, retailer or student, with industry news, current issues, trends, business management and an online forum for exchanging ideas and concerns. For more information, call **The Crafts Report** at 800-777-7098, or visit www.craftsreport.com.

Kentucky Crafted: The Market Named One of Top 20 Events By Southeast Tourism Society



For the 10th time in 11 years, the Southeast Tourism Society has named Kentucky Crafted: The Market as one of the Top Twenty Events in the Southeast. The Atlanta-based society has always recognized the many unique and diverse events in the southeastern region, and selects 20 of the top events and publishes them to over 300 newspapers, magazines, radio and TV stations, as well as 125 AAA publications. STS continues its dedication to promoting and developing tourism in its member states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

"Southeast Tourism Society (STS) has established itself as a leader among other travel organizations nationwide. The recognition and additional marketing support STS gives us makes it possible for us to reach new and expanded audiences we could normally not afford. We are so very honored to receive this award," says Fran Redmon, Director, Kentucky Craft Marketing Program.

CMP Announcements

Lifestyle Crafts

Do you currently wholesale your work? Or would like to? Kentucky craftspeople have a wonderful opportunity to feature their work nationwide reaching over 20,000 Galleries, Museums, Specialty Gift Shops and more for only \$250 per studio! Lifestyle Crafts Buyers Guide will showcase up to 6 studios per full page in the upcoming July 2005 publication. Close date is JUNE 4th. This is a First-Come-First-Reserve opportunity. Money is not needed to reserve your space in advance. For more info & your free publication please contact Barbara Siembida at 800-582-7294 x111, Mon-Fri 10-4pm EST, or e-mail directly to bsiembida@ohiocraft.org.

Glass Art Society 36th Annual Conference: Glass Gateways: "Meet in the Middle," St. Louis, Missouri, June 15-17, 2006. Call for Presentation Proposals for 2006 GAS conference.

The Glass Art Society Board of Directors is requesting proposals for lectures, demonstrations, and panels for the St. Louis conference that incorporate the theme, "Glass Gateways: Meet in the Middle."

Proposals are due February 1, 2005. For more information on the conference theme please go to http://www.glassart.org/St.Louis_2006.html

To Submit a Proposal:

1) Fill out the presentation proposal form:

http://www.glassart.org/files/docs/2006Conference_Call_for_Proposals.pdf

2) Send the completed form and support materials no later than February 1, 2005 to the Glass Art Society office, 3131 Western Avenue, Ste. 414, Seattle, WA, 98121, USA

If you wish to use the form for simply suggesting ideas for topics or presenters you'd like to hear, or subjects you think should be addressed, please feel free to do so.

If you have questions please contact:

Glass Art Society
Tel: 206-382-1305
Fax: 206-382-2630
info@glassart.org
www.glassart.org

My name is Jill Ford, owner of two web sites: GiftBusiness.com (a resource site) and AmericasGiftShow.com (a wholesale gift show online). The AGS site has been online for three years now, and I personally am promoting "made in America" product. For any artists who wholesale to the trade, I would be happy to offer them a free 6-month exhibit in the "Made in America" category. All they need to do is email me and let me know Craft Marketing Program referred them and I'll take it from there. We've had almost 3 million hits on the site -- can't tell about orders, but it does help small suppliers reach a national market. If this is of any interest to you, please get back to me to let me know.

Email— info@GiftBusiness.com or info@AmericasGiftShow.com

CMP Announcements

WE HAVE MOVED!

Since 1999 The Kentucky Arts Council and Kentucky Craft Marketing Program offices have been located in The Old Capital Annex, 300 West Broadway, Frankfort. The entire staff of The Kentucky Arts Council (including Kentucky Craft Marketing Program (KCMP) have moved. All staff members have worked hard to make the transition into two temporary locations a smooth one. All of the KCMP staff except Beau Haddock (at Vest Lindsey House, 401 Wapping St. Frankfort) are now located in the Bush Building, 403 Wapping St. Frankfort. KCMP are working from temporary conditions until moving again in approximately six months, so please bare with us under present circumstances. All mail can still be sent to our old address. "We will miss the beautiful Old Capital Annex but the Arts Council/Craft Marketing Program have had numerous moves over the years, and this is expected in state government," said Beau Haddock, Media and Communications.

For UPS shipping use: Kentucky Craft Marketing Program, Bush Building, 403 Wapping St., Frankfort, KY 40601
For normal mail: send to our old address: 300 West Broadway, Old Capital Annex, Frankfort, KY. 40601-1980

CERF Releases 2004 National Research Examining Craft Artists' Status & Needs

Despite a changing marketplace, a sluggish economy, and a growing array of challenges, working craft artists across the U.S. are largely confident about their future. That's the overall picture that emerges from a 2004 nationwide research project conducted by CERF. Among the key findings are:

- Craft artists' business incomes are generally modest. The median reported annual gross craft sales in 2003 were \$53,000, but median net earnings were only \$8,000;
- Most craft artists (60%) operate their businesses with some debt. Just over half said much or most of their business debt has been financed with credit cards;
- Nearly two thirds of professional craft artists say market demand has been steady or growing over the past two years;
- Professional craft artists report the most growth from retail sales in their own studio or showrooms and the biggest sales declines from wholesale craft shows;
- Only a quarter of the respondents have reserves to carry their businesses and families for six months or more if their business was interrupted;
- Only four in ten of all respondents said that their formal education adequately prepared them for their craft careers.

CERF contracted with Craig Dreeszen, an organizational development consultant and former wood craftsman, to assist the CERF staff and board with the research project that included a survey and 10 face-to-face focus groups organized around the country.

To conduct the research CERF worked with 31 organizations who forwarded the survey to their constituents. A total of 1,650 craft artists in 49 states participated in the survey and focus group conversations.

"We were very fortunate to have the participation of so many craft artists since this research will help us improve and expand our programs, which are designed to strengthen and sustain their careers," noted Cornelia Carey, CERF's Executive Director. "We will also use it to inform other organizations and funders about the status and needs of this group of artists."

The research is available on CERF's web site— www.craftemergency.org. A hard-copy version is available for \$12 by contacting Elissa Campbell at elissa@craftemergency.org or (802) 229-2306.

The mission of the Craft Emergency Relief Fund is to strengthen and sustain the careers of craft artists across the United States. You may request information and/or send a tax-deductible contribution to CERF, PO Box 838, Montpelier, VT, 05601-0838. Phone: (802) 229-2306, or email us at info@craftemergency.org.

CALENDAR OF EVENTS**Kentucky Crafted: The Market, 2005**

South Wing A

Kentucky Fair and Exposition Center

Louisville, Kentucky

Trade (Only) Days, March 3-4, 2005 — Thursday, 1pm-7pm - Friday, 9am-5pm (EST)

Collectors' Preview, March 4, 2005 — Friday, 5 pm– 8 pm

Public Days, March 5-6, 2005 — Saturday, 9am - 6pm- Sunday, 10am - 5pm

MARKET DEADLINE REMINDER FOR EXHIBITORS**EXHIBITOR SHOW MANUAL IN PREPARATIONS FOR THE UPCOMING MARKET**

FORM A—“Collectors’ Preview Invitations for Special Guests -- January 28

Market Booth Critique Request -- January 28

FORM B—Exhibitor Badges -- January 28

FORM C—Feature Stories on Exhibitors -- January 4

FORM E—Silent Auction Item Description -- January 28

FORM F—Professional Development for Teachers--January 28

Governors Awards in the Arts-February 7, 2005

The Kentucky Arts Council is partnering with the Kentucky Center and Kentucky Educational Television to present the 2004 Governor's Awards in the Arts. February 7, 2005 is the date set for this gala event at the Kentucky Center in Louisville. Mark your calendars now for a spectacular evening!

Bruce Baker Workshop sponsored by TACA - March 19-20, 2005

The Tennessee Association of Craft Artists would like to offer their member discount to Kentucky Craft Marketing juried participants for their workshop with Bruce Baker at the Appalachian Craft Center. Go to : <http://tennesseecrafts.org/Calendar.htm> for details.

Kentucky Artisan Center at Berea:

Jan 1: Closed for New Years Day

Jan 2: Open regular Hours 8:00 a.m. – 8:00 p.m.

Jan 7 and Jan 15: Patricia Truett Creates Baskets

Jan 8: Lin Oglesby to Ply Yarn

Jan 22 and Jan 29: Glass Artist Stacy Street to Demonstrate



TECHNOLOGY TIPS

New Forum Online for Art and Craft Businesses

Occasionally the Craft Marketing Program has been asked if we might provide an online forum for our juried participants – a place to ask questions, share knowledge, obtain advice on all aspects of operating a successful craft enterprise. Staff time limitations have made the development of such a forum unlikely. However, we have just been made aware of a new forum created by a Kentucky-based company that may well meet that need.

Pierce Multimedia, a full-service website design and hosting business, has launched a forum “designed to bring arts and craft vendors together from across the country. People can discuss the arts and crafts industry and learn from each other’s experiences.”

While the Kentucky Craft Marketing Program cannot endorse or promote any individual web design business, we want to make you aware of the opportunity this new forum can provide. As the site is brand new (December 17, 2004), at present there are only a few posts to the discussion. Ultimately, the value of this forum will be determined by how often it is used by artists and craftspeople, and the quality of discussion individuals bring to the forum.

Discussion categories listed include:

- Welcome Center: Take a moment to introduce yourself to the others in the forum.
- Kentucky Craft Shows: Know of an upcoming craft show in Kentucky? Post it for free.
- Tennessee Craft Shows: Other Craft Shows
- Craft Shows that are Hot – Craft Shows that are Not
- Upcoming Festivals – Festivals vs Arts and Crafts Fairs – Which is better for your business?
- Products – What do you see people buying? Let us know what people aren’t buying.
- The Business of Arts and Crafts – List your website for all to see.
- Share your sales tax advice.
- Marketing Tips – Share how you have had success marketing your arts and crafts business.
- General Business Questions – Ask here.

The CraftShowTalk Forum is designed to be a tool. As such, it has little value unless people use it. If you are interested in participating in an online craft business discussion, this opportunity has the potential to serve. It will take some time to generate a significant level of interaction, and we can all help to shape the direction the discussions take.

<http://www.craftshowtalk.com>

